

## Message Text

LIMITED OFFICIAL USE

PAGE 01 LONDON 11095 142320Z  
ACTION EB-08

INFO OCT-01 CIAE-00 COME-00 DODE-00 NSAE-00 ICA-11  
TRSE-00 EUR-12 DOE-15 ISO-00 SOE-02 /049 W  
-----031378 152107Z /20  
R 140949Z JUL 78  
FM AMEMBASSY LONDON  
TO SECSTATE WASHDC 8106

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EXCON

E.O. 11652: N/A  
T.GS: ESTC, UK  
SUBJECT: PRE-LICENSE CHECK: CUSTOM MARKETING (POOLE) LTD

REF: (A) OEA/CD SURVEY CASE 3-198; (B) STATE 168874

1. INFORMATION PROVIDED BY MICHAEL SPENCER, MANAGING DIRECTOR OF CUSTOM MARKETING (POOLE) LTD., DOES NOT ENTIRELY AGREE WITH DETAILS SUPPLIED IN REFERENCED TELEGRAM.
2. IN A TELEPHONE CONVERSATION WITH SPENCER, HE STATES THAT THE RELATIONSHIP BETWEEN HIS COMPANY AND ADAR IS THAT OF MARKETING REPRESENTATIVES, SOLICITING BUSINESS FOR THE US FIRM, AND SUPPORTING INSTALLATIONS OF ADAR EQUIPMENT IN THE UK. IN PRACTICE, CUSTOMERS PLACE ORDERS DIRECT WITH ADAR, AND SHIPMENT IS MADE TO THE END USER, USUALLY VIA A FREIGHT FORWARDING COMPANY, IN THIS CASE FLIGHTEC INTERNATIONAL. EXPORT CONTROL DOCUMENTS WOULD NORMALLY BE COMPLETED BY THE END USER, AND SENT DIRECT TO ADAR FOR CONSIDERATION BY OEA.
3. REFERRING TO HIS COPIES OF THE UK IMPORT CERTIFI-

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CATES, SPENCER CLAIMS THAT HIS INTENTION IS TO ORDER AND HOLD IN STOCK SPARES AND ACCESSORIES FOR DR12 AND MX17 TEST SYSTEMS, AND NOT COMPLETE UNITS. THE VALUE OF THE SPARES AND ACCESSORIES IS 250,000 DOLLARS, WHICH SPENCER BELIEVES HAS BEEN READ AT SOME POINT AS POUNDS AND CONVERTED TO GIVE THE ERRONEOUS 452,375 DOLLAR FIGURE MENTIONED IN THE DEPARTMENT'S MESSAGE.

4. SPENCER IS WILLING TO PROVIDE US WITH INFORMATION ON CUSTOM MARKETING (POOLE) LTD., TO ENABLE US TO PREPARE A WTD REPORT, WHICH WILL BE FORWARDED AS SOON AS POSSIBLE.

5. SPECIALISED UK ELECTRONICS TRADE DIRECTORIES SHOW CUSTOM MARKETING (POOLE) LTD., AND CUSTOM ELECTRONICS (POOLE) LTD., TO BE ASSOCIATED COMPANIES, THE FORMER LOCATED AT 42 HIGH STREET, AND THE LATTER AT 14 HIGH STREET, POOLE, DORSET, ESTABLISHED IN 1971, EMPLOYING 8, AND ENGAGING IN THE DESIGN AND MANUFACTURE OF SPECIAL PURPOSE CONTROL AND TEST EQUIPMENT, POWER SUPPLIES, AND INTERFACES.

BREWSTER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** EXPORT LICENSES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 jul 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978LONDON11095  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Office:** ACTION EB  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
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**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 STATE 168874  
**Retention:** 0  
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**Review Event:**  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
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**Status:** NATIVE  
**Subject:** PRE-LICENSE CHECK: CUSTOM MARKETING (POOLE) LTD  
**TAGS:** ESTC, CUSTOM MARKETING LTD, ADAR ASSOCIATES INC  
**To:** STATE  
**Type:** TE  
**vdkgvkey:** odb://SAS/SAS.dbo.SAS\_Docs/7f0b9e73-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014